

Industry News - AM

Cargill, Kraft launch joint summer campaign

By Lisa M. Keefe on 6/30/2009

Cargill's ground beef products will be promoted at the retail level this summer in conjunction with Kraft Foods' A.1. Steak Sauce, the two companies said Monday.

The product partnership will run from July 6 to Aug. 23 in more than 1,900 retail grocery locations nationwide, the companies said in a release.

A coupon on ground beef packages will offer \$1 off A.1. Steak Sauce. Also, the companies will seek to nudge consumers away from their traditional, go-to ground beef recipes in favor of dishes that use A.1. by offering recipes for such items as Texas-Style Burger, Hearty American Cheeseburger, Bold 'n' Saucy Cheeseburger and the All-A.1. Burger.

The joint Cargill-Kraft Foods promotion also will include point-of-purchase materials that create awareness and encourage shopper interaction, including large and mini T-stand posters, 90-degree signs and A.1. product displays to be located in the meat department.

"Cargill's promotional partnership opportunities help place brands such as A.1. Steak Sauce in one of the most coveted, high-traffic retail grocery positions available, the fresh meat case," said Elizabeth Gutschenritter, Cargill brand manager, in the release.